

# City of Detroit

## CITY COUNCIL

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TO: Councilmembers

FROM: Irvin Corley, Jr., Director *ICJ*  
Anne Marie Langan, Deputy Director *AML*

DATE: October 29, 2009

RE: Contract Number 2805136 - Pierce, Monroe and Associates, LLC

At Council's Public Health and Safety Standing Committee meeting on Monday, October 26, Council chair Tinsley-Talabi asked us to look at the prices proposed by all the bidders for this contract. The contract is a Parking Department contract for the purpose of providing professional services for the processing and collecting of parking tickets, cashiering and customer services for three years from February 28, 2010 through January 31, 2013.

Councilmember Watson also asked if this contract was subject to the privatization ordinance. While we would defer to professional legal interpretation, we do not believe that city employees have ever done this work. We understand that the task had been done through the court system and at some point when the collection process and the tracking process were turned over to MPD, it was immediately contracted out. Again, we would defer to the legal advisors.

Attached is a chart put together by our office that shows the prices as proposed by three companies that submitted bids on the City's Request for Proposal for this task. On the same chart are the final price figures negotiated by the City with Pierce, Monroe and Associates (PMA) after PMA was selected with the greatest number of points in the evaluation process. The footnotes on the chart take into account various qualifications that the bidders included in their proposals.

The bids were evaluated by 8 reviewers, which included ITS staff, general fund MPD staff and enterprise fund MPD staff. As noted on the evaluation there were a possible 100 points for grading purposes. Of the 100 points, 10 points was the most to be awarded for price. There were 12 other criteria that also were significant toward the final grade. The evaluation summary that includes all the grading shows that PMA received the highest number of points, 83.94. DCG received 82.4 and P.I.E. received 62.23.

Attached is the evaluation summary along with our pricing chart. If Councilmembers have additional questions concerning these bids, Parking or Purchasing staff should be called to the table.

#### Attachments

cc: Council Divisions  
Auditor General  
Shawny DeBerry, MPD Director  
Monica Lyght, MPD  
Christine Ladson, Purchasing Director  
Kamau Marable, Mayor's Office

	Exhibit A - Price Schedule			Exhibit B - Price Schedule & Special Fee Contingency			Final Negotiation		
Vendors	# of Tickets	375,000		# of Tickets	375,000		# of Tickets	375,000	
Pierce, Monroe	Per Ticket Fee			Per Ticket Fee		Contingency Fee	Per Ticket Fee		Contingency Fee
Year 1	\$5.12	\$1,920,000		\$4.37	\$1,638,750	27% (5)	\$4.14 (6)	\$1,552,500	25% (7)
Year 2	\$5.12	\$1,920,000		\$4.37	\$1,638,750	27% (5)	\$4.14	\$1,552,500	25%
Year 3	\$5.12	\$1,920,000		\$4.37	\$1,638,750	27% (5)	\$4.14	\$1,552,500	25%
Three-Year Est.		\$5,760,000			\$4,916,250			\$4,657,500	
P.I.E.									
Year 1 (2)	\$3.92	\$1,528,800		\$3.92	\$1,528,800	21% (3)			
Year 2 (2)	\$3.92	\$1,528,800		\$3.92	\$1,528,800	21% (3)			
Year 3 (2)	\$3.92	\$1,528,800		\$3.92	\$1,528,800	21% (3)			
Three-Year Est.		\$4,586,400			\$4,586,400				
DCG									
Year 1 (4)	\$4.69	\$1,758,750		\$4.59	\$1,721,250	23% (4)			
Year 2 (1) (4)	\$4.69	\$1,758,750		\$4.59	\$1,721,250	23% (1) (4)			
Year 3 (1) (4)	\$4.69	\$1,758,750		\$4.59	\$1,721,250	23% (1) (4)			
Three-Year Est.		\$5,276,250			\$5,163,750				
Notes:									
(1) Per-ticket fee prices beginning in year two will be subject to increase based on Detroit Consumer Price Index									
(2) Price per ticket is based on a guarantee of 390,000 tickets annually.									
(3) During Amnesty Period Collects 14%									
(4) City must reimburse vendor for all credit card fees and notice postage									
(5) Vendor offered a decreasing per ticket fee for ticket volumes above 400,000 tickets per year.									
(6) Vendor offered and City accept a decreasing ticket fee(400,000-450,000 \$2.99;>\$450,000 \$1.99) for ticket volumes above 400,000 tickets per year.									
(7) City negotiated a lower contingency fee than what vendor proposed. Exceptions are for Canadian plates receiving special notice -40%; Canadian plates that are booted or towed -8%.									

Corrected

CRITERIA	Possible Max. Score	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4	Reviewer 5	Reviewer 6	Reviewer 7	Total	Notes
<b>Phase One Criteria - Non Economic Development (Max. not to exceed sixty-five (65) points)</b>										
<b>1 Pricing</b>										
Data Consulting Group/ACS	10	10	9	9	9	9	8.82	7.5	62.32	
Pierce, Monroe & Associates/Duncan Solutions	10	8	8	6	8	7	8.8	6.5	52.3	
P.I.E. Management/T2	10	9	10	8	10	9	10	10	66	
<b>2 Demonstrated Performance of an Operationally Tested Parking Ticket Processing System.</b>										
Data Consulting Group/ACS	10	8	8	9	8	8	8	8.5	57.5	
Pierce, Monroe & Associates/Duncan Solutions	10	10	10	5	10	10	10	10	65	
P.I.E. Management/T2	10	6	4	7.5	6	5	5.5	4	38	
<b>3 Demonstrated Technical Experience and Capability</b>										
Data Consulting Group/ACS	10	8	7	9	9	8	10	8.5	59.5	
Pierce, Monroe & Associates/Duncan Solutions	10	10	9.5	5	8	10	10	8	60.5	
P.I.E. Management/T2	10	6	4	7.5	7	4	8	5	41.5	
<b>4 Experience, reputation, and demonstrated effectiveness with ticket processing and enforcement support systems.</b>										
Data Consulting Group/ACS	9	7	7	8	8	7	8	7	52	
Pierce, Monroe & Associates/Duncan Solutions	9	9	9	4.5	8	9	9	7.5	56	
P.I.E. Management/T2	9	5	4	6.75	6	2	5	5	33.75	
<b>5 Demonstrated Effectiveness and Reputation in Interfacing with Motor Vehicle Agencies</b>										
Data Consulting Group/ACS	9	9	8	8	9	9	9	8.5	60.5	
Pierce, Monroe & Associates/Duncan Solutions	9	9	8	4.5	8	9	9	8	55.5	
P.I.E. Management/T2	9	5	2	6.75	5	2	5	3	28.75	

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Evaluation for RFP 29344 - Summary

Corrected

CRITERIA	Possible Max. Score	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4	Reviewer 5	Reviewer 6	Reviewer 7	Total	Notes
<b>11 Detroit based business</b>										
Data Consulting Group/ACS	5	0	0	0	0	0	0	0	0	
Pierce, Monroe & Associates/Duncan Solutions	5	0	0	0	0	0	0	0	0	
P.I.E. Management/T2	5	0	0	0	0	0	0	0	0	
<b>Phase Three Criteria - Economic Development &amp; contract Performance of Prime and Subcontractor(s) (Max. not to exceed twenty (20) points)</b>										
<b>12 Detroit headquartered business</b>										
Data Consulting Group/ACS	20	13	13	13	13	13	13	13	91	
Pierce, Monroe & Associates/Duncan Solutions	20	13.4	13.4	13.4	13.4	13.4	13.4	13.4	93.8	
P.I.E. Management/T2	20	9.7	9.7	9.7	9.7	9.7	9.7	9.7	67.9	
<b>3 Detroit based business</b>										
Data Consulting Group/ACS	10	0	0	0	0	0	0	0	0	
Pierce, Monroe & Associates/Duncan Solutions	10	0	0	0	0	0	0	0	0	
P.I.E. Management/T2	10	0.6	0.6	0.6	0.6	0.6	0.6	0.6	4.2	
<b>Grand Totals</b>										
Data Consulting Group/ACS	100	82	77.5	83	85.5	81	85.32	82.5	82.40	
Pierce, Monroe & Associates/Duncan Solutions	100	89.4	88.4	67.4	83.9	88.4	87.2	82.9	83.94	83.94
P.I.E. Management/T2	100	63.3	52.3	73.8	67.3	51.3	67.8	59.8	62.23	